

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:)	Group Art Unit: 2155
Eduardo F. Llach)	Examiner: Bates, Kevin T.
Serial No.: 10/767,050)	
Filed: January 28, 2004)	
)	AMENDMENT AND RESPONSE TO
)	OFFICE ACTION MAILED ON
)	October 11, 2007
For: SYSTEM FOR AUTOMATICALLY)	
SELLING AND PURCHASING)	
HIGHLY TARGETED AND)	162 N. Wolfe Road
DYNAMIC ADVERTISING)	Sunnyvale, CA 94086
IMPRESSIONS USING A)	(408) 530-9700
MIXTURE OF PRICE METRICS)	
<hr/>		Customer Number 28960

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

Please amend the above-titled application as follows:

Amendments to the Claims are reflected in the listing of claims, which begins on page 2 of this paper.

Remarks begin on page 7 of this paper.